



Counties: Cullman, AL



2000 Total Population	77,483
2000 Group Quarters	998
2008 Total Population	79,985
2013 Total Population	81,537
2008 - 2013 Annual Rate	0.39%



2000 Households	30,706
2000 Average Household Size	2.49
2008 Households	32,504
2008 Average Household Size	2.43
2013 Households	33,419
2013 Average Household Size	2.41
2008 - 2013 Annual Rate	0.56%
2000 Families	22,487
2000 Average Family Size	2.94
2008 Families	23,547
2008 Average Family Size	2.91
2013 Families	23,980
2013 Average Family Size	2.91
2008 - 2013 Annual Rate	0.37%



<b>2000 Housing Units</b>	35,233
Owner Occupied Housing Units	68.0%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	12.8%
<b>2008 Housing Units</b>	38,493
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	15.6%
<b>2013 Housing Units</b>	40,227
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	16.9%

## Median Household Income

2000	\$32,438
2008	\$38,302
2013	\$41,877

## Median Home Value

2000	\$78,776
2008	\$110,260
2013	\$113,947

## Per Capita Income

2000	\$16,922
2008	\$19,578
2013	\$21,275

## Median Age

2000	37.4
2008	39.4
2013	41.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Cullman, AL

**2000 Households by Income**

Household Income Base	30,796
< \$15,000	21.9%
\$15,000 - \$24,999	16.2%
\$25,000 - \$34,999	15.5%
\$35,000 - \$49,999	18.4%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	6.1%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	1.2%
\$200,000+	1.0%
Average Household Income	\$42,165

**2008 Households by Income**

Household Income Base	32,504
< \$15,000	17.4%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	14.3%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	7.7%
\$100,000 - \$149,999	4.8%
\$150,000 - \$199,999	1.2%
\$200,000+	1.2%
Average Household Income	\$47,812

**2013 Households by Income**

Household Income Base	33,419
< \$15,000	16.0%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	23.7%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	1.2%
\$200,000+	1.4%
Average Household Income	\$51,507

**2000 Owner Occupied HUs by Value**

Total	23,971
<\$50,000	27.1%
\$50,000 - 99,999	40.4%
\$100,000 - 149,999	17.4%
\$150,000 - 199,999	7.1%
\$200,000 - \$299,999	5.2%
\$300,000 - 499,999	2.1%
\$500,000 - 999,999	0.6%
\$1,000,000+	0.2%
Average Home Value	\$98,454

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	6,360
With Cash Rent	83.6%
No Cash Rent	16.4%
Median Rent	\$284
Average Rent	\$286

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Cullman, AL



## 2000 Population by Age

Total	77,483
0 - 4	6.4%
5 - 9	6.7%
10 - 14	6.9%
15 - 19	7.0%
20 - 24	6.1%
25 - 34	13.3%
35 - 44	15.1%
45 - 54	13.5%
55 - 64	10.4%
65 - 74	8.0%
75 - 84	5.0%
85+	1.7%
18+	75.7%

## 2008 Population by Age

Total	79,985
0 - 4	6.5%
5 - 9	6.3%
10 - 14	6.3%
15 - 19	6.0%
20 - 24	5.5%
25 - 34	13.2%
35 - 44	14.3%
45 - 54	14.5%
55 - 64	12.4%
65 - 74	8.2%
75 - 84	4.9%
85+	2.0%
18+	77.3%

## 2013 Population by Age

Total	81,537
0 - 4	6.4%
5 - 9	6.1%
10 - 14	6.4%
15 - 19	6.2%
20 - 24	5.2%
25 - 34	11.5%
35 - 44	13.9%
45 - 54	15.0%
55 - 64	13.6%
65 - 74	8.5%
75 - 84	5.0%
85+	2.2%
18+	77.4%

## 2000 Population by Sex

Males	49.3%
Females	50.7%

## 2008 Population by Sex

Males	49.6%
Females	50.4%

## 2013 Population by Sex

Males	49.8%
Females	50.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Cullman, AL****2000 Population by Race/Ethnicity**

Total	77,483
White Alone	96.8%
Black Alone	1.0%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.6%
Two or More Races	1.0%
Hispanic Origin	2.2%
Diversity Index	10.3

**2008 Population by Race/Ethnicity**

Total	79,985
White Alone	95.9%
Black Alone	1.0%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	1.0%
Two or More Races	1.3%
Hispanic Origin	3.5%
Diversity Index	14.3

**2013 Population by Race/Ethnicity**

Total	81,537
White Alone	95.2%
Black Alone	1.1%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	1.3%
Two or More Races	1.5%
Hispanic Origin	4.7%
Diversity Index	17.4

**2000 Population 3+ by School Enrollment**

Total	74,543
Enrolled in Nursery/Preschool	1.3%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	11.5%
Enrolled in Grade 9-12	5.4%
Enrolled in College	3.9%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	75.7%

**2008 Population 25+ by Educational Attainment**

Total	55,562
Less than 9th Grade	8.9%
9th - 12th Grade, No Diploma	15.5%
High School Graduate	34.0%
Some College, No Degree	19.6%
Associate Degree	8.5%
Bachelor's Degree	8.2%
Graduate/Professional Degree	5.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Cullman, AL****2008 Population 15+ by Marital Status**

Total	64,715
Never Married	18.0%
Married	63.5%
Widowed	7.2%
Divorced	11.3%

**2000 Population 16+ by Employment Status**

Total	60,901
In Labor Force	60.2%
Civilian Employed	57.6%
Civilian Unemployed	2.5%
In Armed Forces	0.1%
Not in Labor Force	39.8%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	95.3%
Civilian Unemployed	4.7%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	95.7%
Civilian Unemployed	4.3%

**2000 Females 16+ by Employment Status and Age of Children**

Total	31,282
Own Children < 6 Only	7.6%
Employed/in Armed Forces	4.2%
Unemployed	0.3%
Not in Labor Force	3.0%
Own Children < 6 and 6-17 Only	5.5%
Employed/in Armed Forces	3.1%
Unemployed	0.2%
Not in Labor Force	2.2%
Own Children 6-17 Only	17.8%
Employed/in Armed Forces	12.6%
Unemployed	0.5%
Not in Labor Force	4.7%
No Own Children < 18	69.1%
Employed/in Armed Forces	28.9%
Unemployed	1.7%
Not in Labor Force	38.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: Cullman, AL

**2008 Employed Population 16+ by Industry**

Total	37,034
Agriculture/Mining	3.3%
Construction	8.8%
Manufacturing	19.3%
Wholesale Trade	3.8%
Retail Trade	15.0%
Transportation/Utilities	5.8%
Information	1.1%
Finance/Insurance/Real Estate	4.4%
Services	35.4%
Public Administration	3.2%

**2008 Employed Population 16+ by Occupation**

Total	37,034
White Collar	49.4%
Management/Business/Financial	10.6%
Professional	16.0%
Sales	11.7%
Administrative Support	11.1%
Services	12.6%
Blue Collar	38.0%
Farming/Forestry/Fishing	1.4%
Construction/Extraction	8.0%
Installation/Maintenance/Repair	7.0%
Production	12.0%
Transportation/Material Moving	9.8%

**2000 Workers 16+ by Means of Transportation to Work**

Total	34,619
Drove Alone - Car, Truck, or Van	81.8%
Carpooled - Car, Truck, or Van	12.7%
Public Transportation	0.2%
Walked	1.4%
Other Means	0.5%
Worked at Home	3.4%

**2000 Workers 16+ by Travel Time to Work**

Total	34,619
Did Not Work at Home	96.6%
Less than 5 minutes	3.7%
5 to 9 minutes	9.7%
10 to 19 minutes	29.3%
20 to 24 minutes	13.0%
25 to 34 minutes	16.8%
35 to 44 minutes	4.0%
45 to 59 minutes	8.3%
60 to 89 minutes	8.4%
90 or more minutes	3.3%
Worked at Home	3.4%
Average Travel Time to Work (in min)	28.2

**2000 Households by Vehicles Available**

Total	30,706
None	6.3%
1	27.2%
2	40.9%
3	17.5%
4	5.7%
5+	2.3%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Cullman, AL****2000 Households by Type**

Total	30,706
Family Households	73.2%
Married-couple Family	60.8%
With Related Children	26.9%
Other Family (No Spouse)	12.4%
With Related Children	7.5%
Nonfamily Households	26.8%
Householder Living Alone	24.0%
Householder Not Living Alone	2.7%

Households with Related Children	34.4%
Households with Persons 65+	25.9%

**2000 Households by Size**

Total	30,706
1 Person Household	24.0%
2 Person Household	35.8%
3 Person Household	18.3%
4 Person Household	14.3%
5 Person Household	5.4%
6 Person Household	1.6%
7+ Person Household	0.7%

**2000 Households by Year Householder Moved In**

Total	30,706
Moved in 1999 to March 2000	18.5%
Moved in 1995 to 1998	27.0%
Moved in 1990 to 1994	16.5%
Moved in 1980 to 1989	16.3%
Moved in 1970 to 1979	10.6%
Moved in 1969 or Earlier	11.0%
Median Year Householder Moved In	1994

**2000 Housing Units by Units in Structure**

Total	35,233
1, Detached	67.8%
1, Attached	1.0%
2	1.8%
3 or 4	1.6%
5 to 9	1.8%
10 to 19	1.2%
20+	1.1%
Mobile Home	23.5%
Other	0.2%

**2000 Housing Units by Year Structure Built**

Total	35,233
1999 to March 2000	3.8%
1995 to 1998	11.9%
1990 to 1994	11.4%
1980 to 1989	19.0%
1970 to 1979	19.4%
1969 or Earlier	34.5%
Median Year Structure Built	1978

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Counties: Cullman, AL

**Top 3 Tapestry Segments**

1.	Southern Satellites
2.	Midland Crowd
3.	Simple Living



**2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$46,066,259
Average Spent	\$1,417.25
Spending Potential Index	53
Computers & Accessories: Total \$	\$4,643,828
Average Spent	\$142.87
Spending Potential Index	60
Education: Total \$	\$24,210,134
Average Spent	\$744.84
Spending Potential Index	54
Entertainment/Recreation: Total \$	\$83,329,252
Average Spent	\$2,563.66
Spending Potential Index	69
Food at Home: Total \$	\$108,152,012
Average Spent	\$3,327.34
Spending Potential Index	68
Food Away from Home: Total \$	\$72,750,986
Average Spent	\$2,238.22
Spending Potential Index	65
Health Care: Total \$	\$101,425,629
Average Spent	\$3,120.40
Spending Potential Index	76
HH Furnishings & Equipment: Total \$	\$43,805,704
Average Spent	\$1,347.70
Spending Potential Index	59
Investments: Total \$	\$15,942,989
Average Spent	\$490.49
Spending Potential Index	48
Retail Goods: Total \$	\$600,742,579
Average Spent	\$18,482.11
Spending Potential Index	68
Shelter: Total \$	\$288,716,889
Average Spent	\$8,882.50
Spending Potential Index	57
TV/Video/Sound Equipment: Total \$	\$30,326,646
Average Spent	\$933.01
Spending Potential Index	65
Travel: Total \$	\$37,001,537
Average Spent	\$1,138.37
Spending Potential Index	60
Vehicle Maintenance & Repairs: Total \$	\$21,854,869
Average Spent	\$672.37
Spending Potential Index	68

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.